AMENDMENTS TO THE CLAIMS

Claims pending:
- At time of the Action: 1-3, 5-21, and 23-27
- After this Response: 1-3, 5-21, and 23-27

Currently amended claims: 1, 2, 9, 10-16, and 25

Canceled or withdrawn claims: 4 and 22

New claims: None

This listing of claims replaces all prior versions and listings:

1.   (Currently Amended) A method comprising:

receiving an indication, over a network from a network device, that ~~automatically determining when~~ an internet browser ~~of~~ on a the network device ~~on a network~~ has requested access to a rich media presentation;

in response to the indication, detecting one or more attributes relating to rich media presentation capabilities of one or both of the internet browser and the network device; and

selecting ~~an~~ a ~~appropriate~~ rich media presentation to be sent to the internet browser from among a plurality of rich media presentations based on the detected one or more attributes, the rich media presentation including a media package and a virtual player configured to play the media package on the network device.

2.   (Currently Amended) The method of Claim 24, wherein detecting the one or more attributes comprises detecting two or more attributes from: an operating system type attribute, a plug-in attribute~~;~~, a browser type attribute, a firewall attribute, a monitor setting attribute~~;~~, a language attribute~~;~~, a bandwidth attribute, or a protocol attribute.

3.   (Previously Presented) The method of Claim 23, further comprising determining when one or both of the internet browser and the network device supports playing the rich media presentation; configuring the rich media

presentation based on the detected attributes when a determination is made that playing of the rich media presentation is supported; otherwise, causing a supported presentation to be sent to the internet browser.

5   4.   (Canceled)

           5.   (Previously Presented) The method of Claim 3, further comprising allowing a client to modify one or more characteristics associated with the rich media presentation.

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           6.   (Previously Presented) The method of Claim 5, wherein causing the selected rich media presentation to be sent to the network device comprises utilizing an ad serving engine.

15   7.   (Previously Presented) The method of Claim 5, wherein causing the selected rich media presentation to be sent to the network device comprises using an email serving engine.

           8.   (Previously Presented) The method of Claim 5, further comprising

20   causing an image to be delivered to the network device for display on the network device at a location relating to the rich media presentation.

           9.   (Currently Amended) The method of Claim 5, wherein selecting the ~~appropriate~~ rich media presentation comprises:

25   selecting the virtual player configured for the network device;
            selecting a presentation package configured for the network device; and
            selecting the media package for the network device.

10.   (Currently Amended) One or more computer~~-~~readable <u>storage</u> media ~~comprising~~ <u>having</u> instructions ~~that are executable to~~ <u>stored thereon, the</u> <u>instructions comprising</u>:

<u>instructions to</u> automatically determine when a rich media presentation is accessed by an internet browser on a network device when the network device is coupled to a network;

<u>instructions to</u> detect one or more attributes relating to rich media presentation capabilities of one or both of the internet browser and the network device; and

<u>instructions to</u> cause the rich media presentation to be sent to the internet browser, the rich media presentation including a media package and a virtual player configured to play the media package.

11.   (Currently Amended) The one or more computer~~-~~readable <u>storage</u> media <u>having instructions as described in</u> ~~of~~ Claim 10, <u>wherein the instructions</u> further ~~comprising~~ <u>comprise</u> instructions ~~that are executable~~ to determine when one or both of the internet browser and the network device supports playing the rich media presentation; configure the rich media presentation based on the detected attributes when a determination is made that playing of the rich media presentation is supported; otherwise, cause a supported rich media presentation to be sent to the internet browser.

12.   (Currently Amended) The one or more computer~~-~~readable <u>storage</u> media <u>having instructions as described in</u> ~~of~~ Claim 11, wherein the rich media presentation is configured to be presented within a banner ad that is selectable to cause an action to be performed.

13.   (Currently Amended) The one or more computer-readable storage media having instructions as described in ~~of~~ Claim 12, wherein the instructions cause an ad serving engine to send the rich media presentation.

5   14.   (Currently Amended) The one or more computer-readable storage media having instructions as described in ~~of~~ Claim 12, wherein the instructions cause an email serving engine to send the rich media presentation.

15.   (Currently Amended) The one or more computer-readable storage
10   media having instructions as described in ~~of~~ Claim 12, further comprising instructions ~~that are executable~~ to cause an image to be delivered to the network device for display on the network device at a location relating to the rich media presentation.

15   16.   (Currently Amended) A system comprising:

a processor operable to execute instructions to implement a rich media presentation application configured to:

automatically determine when the rich media presentation is accessed by an internet browser on the network device;

20   detect one or more attributes relating to rich media presentation capabilities relating to one or both of the internet browser and the network device; and

select an ~~appropriate~~ a rich media presentation to be provided to the internet browser from among a plurality of rich media presentations based on the detected one or more attributes, the rich media presentation including a media package and
25   a virtual player configured to play the media package.

17.   (Previously Presented) The system of Claim 27, wherein the rich media presentation application is further configured to determine when one or both of the internet browser and the network device supports playing the rich

media presentation; configure the rich media presentation based on the detected attributes when a determination is made that playing of the rich media presentation is supported; otherwise, cause a supported presentation to be sent to the internet browser.

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18.   (Previously Presented) The system of Claim 26, wherein the rich media presentation is configured to be presented within a banner ad that is selectable by the network device to cause an action to be performed.

10   19.   (Previously Presented) The system of Claim 26, wherein the rich media presentation is caused to be sent to the internet browser utilizing an ad serving engine.

20.   (Previously Presented) The system of Claim 26, wherein the rich
15   media presentation is caused to be sent to the internet browser comprises using an email serving engine.

21.   (Previously Presented) The system of Claim 26, wherein the rich media presentation application is further configured to cause an image to be
20   delivered to the internet browser, the image being configured to be displayed within the internet browser at a location relating to the rich media presentation.

22.   (Canceled)

25   23.   (Previously Presented) The method of Claim 1, further comprising causing the selected rich media presentation to be sent to the internet browser.

24.   (Previously Presented) The method of Claim 23, wherein the one or more attributes comprise at least one of: an operating system type attribute, a plug-

in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute or a protocol attribute.

25. (Currently Amended) The one or more computer-readable storage media having instructions as described in ~~of~~ Claim 10, wherein the one or more attributes comprise at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute, or a protocol attribute.

26. (Previously Presented) The system of Claim 16, wherein the rich media presentation application is further configured to cause the selected rich media presentation to be sent to the internet browser.

27. (Previously Presented) The system of Claim 26, wherein the one or more attributes comprise at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute or a protocol attribute.